



“Fair Access to Networks” (FAN) Legislation

Senate Bill 343/Assembly Bill 604

“Packers fans are quite simply the best in the country. They shouldn’t ever have to worry about being able to see a Packers game because of a business dispute. The FAN legislation sets up a reasonable and fair process that would ensure we never again have a situation like we did with the Cowboys game.”

– Jason Wied, Vice President Green Bay Packers

The Problem

Large cable providers are refusing to offer independent networks, including NFL Network and others, as part of a standard, affordable package. Instead, despite massive rate hikes in recent years, the big cable companies are insisting on charging their subscribers an additional fee to receive independent networks.

The Green Bay Packers and the NFL believe the NFL Network should be widely available, just like the Golf Channel and Versus – both of which are owned by a cable company.

The Solution: “Fair Access to Networks” (FAN) Legislation (SB 343/AB 604)

The big losers in the dispute have been the sports fans who are missing games they want to see. The FAN Act establishes a private arbitration process to quickly and fairly settle disputes between cable providers and independent programmers.

The legislation does not choose sides between cable companies and networks. It simply ensures that the interests of the fans are protected in corporate feuds.

FAN is the Free Market Solution

Wisconsin consumers have only one cable company to choose from – and many can’t get a satellite dish because of signal interference or residential restrictions. Large cable operators are using their dominant status to discriminate against independently-owned channels like NFL Network.

For the free market to work, the large cable companies cannot be allowed to discriminate against independent networks. Otherwise, there is no free market.

Big Cable’s Hypocrisy: “It will cost too much”

Big cable companies, including Time Warner Cable and Charter Communications, claim they won’t agree to add independent sports networks to one of their standard packages because it would “cost too much.”

However, small cable providers from around Wisconsin have added both NFL Network and Big Ten Network without increasing rates on consumers.

As an example, Mount Horeb Telecom offers the NFL Network and Big Ten Network as part of one of its standard packages. According to its Web site, Mount Horeb Telecom’s standard digital package costs \$50.95 – nearly \$9.00 less than Charter Communications price for the analogous service.



STEVEN M. BORNSTEIN
Chief Executive Officer, NFL Network

Considered one of the most influential sports and entertainment television executives of the last quarter century, Steve Bornstein has his sights set on paving a new path for the cable and satellite industries in the next quarter century.

The 22-year veteran of ESPN and ABC, Bornstein joined the National Football League in January 2003, after serving as a league consultant for four months.

Bornstein was appointed the President and CEO of NFL Network by NFL Commissioner Paul Tagliabue. The network will be the first television programming service fully dedicated to the NFL and the sport of football. NFL Network begins airing in Fall 2003 and runs seven days a week, 24 hours a day on a year-round basis.

In addition, Bornstein's duties include serving as the NFL's Executive Vice President of Media. Among his first duties in that role, Bornstein was pivotal in securing the December agreement to extend the NFL Sunday Ticket exclusively on satellite provider DirecTV through 2007.

Bornstein's expertise and experience will be relied upon to lead all aspects of the new cable and satellite network, including staffing, programming, distribution, advertising, sales, marketing and overall positioning and direction of the network. Additionally, Bornstein's vast contacts throughout the television industry will help strengthen the NFL's relationships with its current TV partners as the evolving industry plans for the future.

Prior to joining the NFL, Bornstein was the president of ABC Television, a post he held until his resignation in May 2002. In 1999, Disney chief Michael Eisner tabbed Bornstein to serve as chairman of the Walt Disney Internet Group, which he did from 1999-2001. Before that, he was responsible for all of ABC cable and broadcast assets.

But, Bornstein built his reputation on the company he helped build. When Bornstein joined a four-month old company in 1980 in its programming department, there was only one network: ESPN. In the next 10 years, he and the ESPN team shaped it into an American media success story. On September 10, 1990, Bornstein became the network's youngest president at age 38. Under his leadership, ESPN established itself as the most recognizable name in sports programming worldwide. In March 1993, he became a Corporate Vice President of the then-named Capital Cities/ABC, Inc. In April, 1996, Bornstein was named President of ABC Sports.

Named ESPN, Inc.'s first-ever Chairman on November 19, 1998, Bornstein spearheaded the company through its most active growth period while serving as President and CEO the previous eight years. As Chairman and CEO, Bornstein focused on ESPN's global business and growth opportunities for the company.

Bornstein's vision and creativity led to ESPN creating new networks, brand extensions, global expansion and strategic acquisitions. Under Bornstein's direction, ESPN aggressively sought innovative ways to serve sports fans through all forms of media and technology.

His marketing prowess, programming acumen and innovation have led to success after success. From *ESPN2*, to *ESPN News*, to acquiring *ESPN Classic*, to *ESPN International Network*, *ESPN The Magazine*, *ESPN Radio*, the *ESPY's* and creating the *X-Games* and *ESPN Sports Zone* restaurants. Bornstein's fingerprints are on all of it, including the cutting edge programming that still thrives today: *SportsCenter*, *NFL PrimeTime*, *Baseball Tonight* and the *Outside the Lines* series.

Bornstein led a team that amassed 59 Emmys and 57 Cable Ace Awards. To this day ESPN maintains Bornstein's original philosophy of providing the broadest and deepest coverage of sports with award-winning, innovative production techniques.

While at ABC, Bornstein established *ABC Sports* as the preeminent network of college football. Under his leadership, ABC Sports created the College Football Championship Series (BCS), the first-ever national college football championship and extended contracts with the Big Ten, PAC-10 and Atlantic Coast Conferences that still are in effect today.

Prior to joining ESPN, Bornstein spent three years at WOSU-TV in Columbus, Ohio, serving as Executive Producer the last two years. Under his direction, WOSU won three local Emmy Awards. Bornstein was also involved with Qube, Warner-Amex's two-way cable system which began in Columbus, paving his path to ESPN; he produced the early pay-per-view project of Ohio State football for two years.

Born on April 20, 1952, Bornstein is a native of Fairlawn, N.J. and a 1974 University of Wisconsin graduate with a Bachelor of Science degree in film. As an undergraduate, he worked at WHA-TV and WKOW-TV in Madison. After graduation, he worked for two years at WMVS-TV in Milwaukee as a remote crew chief. He also freelanced as a cameraman for Marquette Warriors and Milwaukee Bucks basketball games and Milwaukee Brewers baseball games.

Activities in outside organizations include Bornstein's charity work for the V Foundation, an organization dedicated to saving lives by finding a cure for cancer. Honoring the late Jimmy Valvano, the college basketball coach and former ESPN analyst, Bornstein is proud to serve as a member of the board. In addition, Bornstein is a trustee for Hampton University in Richmond, Virginia and sits on the board of directors for the American Museum of the Moving Image, which is dedicated to educating the public about the art, history, technique and technology of film, television and digital media and to examining their impact on culture and society.

Bornstein is based out of the NFL headquarters in New York City.
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